

What is claimed is:

1. A personal care absorbent article comprising a target area wherein fluid moves in a Z – direction at a slower rate in said target area than outside said target area.
2. The personal care article of claim 1 wherein an absorbent core has a higher density in the target area than the absorbent core outside the target area.
3. The personal care article of claim 1 wherein an absorbent core has more superabsorbent in the target area than outside the target area.
4. The personal care article of claim 1 wherein an absorbent core has a slower superabsorbent in the target area than outside the target area.
5. The personal care article of claim 1 wherein an absorbent core has a soluble binder in said target area.
6. The personal care article of claim 1 wherein an absorbent core has target area that is more hydrophobic than the absorbent core outside the target area.
7. The personal care article of claim 1 wherein a distribution layer has a soluble binder in said target area.
8. The personal care article of claim 1 wherein a distribution layer below the target area is more hydrophobic than the absorbent core outside the target area.
9. The personal care product of claim 1 chosen from the group consisting of feminine hygiene pads, diapers, training pants and incontinence products.
10. A feminine hygiene product comprising:
 - a baffle;
 - a body side liner having a target area, and;
 - an absorbent core disposed between said baffle and liner, comprising fluff;

wherein fluid moves in a Z-direction at a slower rate below said target area than outside said target area.

11. A personal care article having an absorbent core with a higher density in the target area
5 than the absorbent core has outside the target area.

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